



ThoughtSpot

Rolling the Reel: Practical Strategies for Using Video Marketing to Grow Your Pharmacy

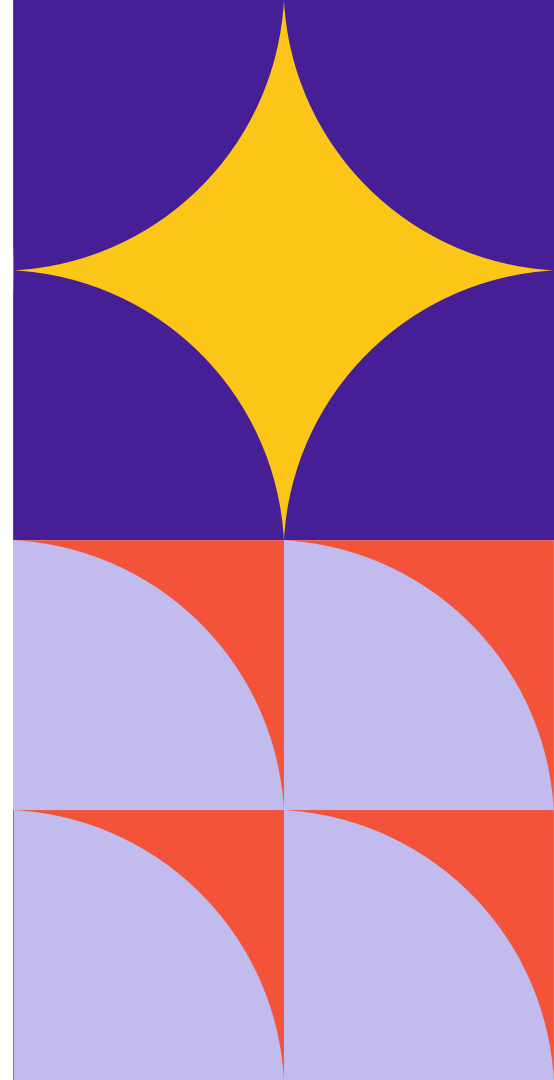
Vince Bellitti, MBA

Owner and Business Manager
HB Pharmacy

Disclosure Statement

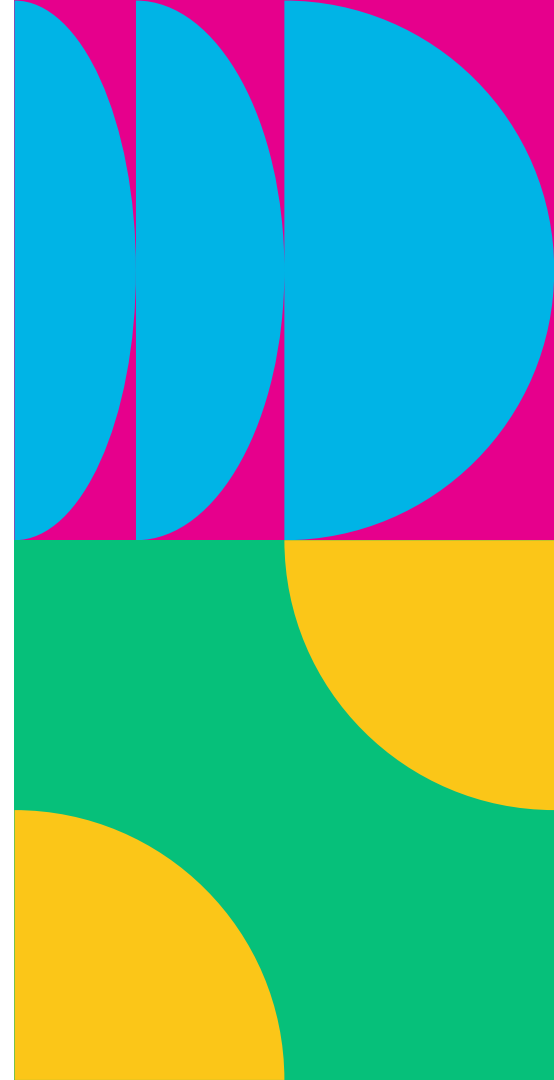
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Learning Objectives

1. Explain the role of storytelling in video marketing and its impact on patient engagement.
2. Identify strategies for overcoming fear and other obstacles when creating video content.
3. Practice developing a video marketing campaign.



Speaker



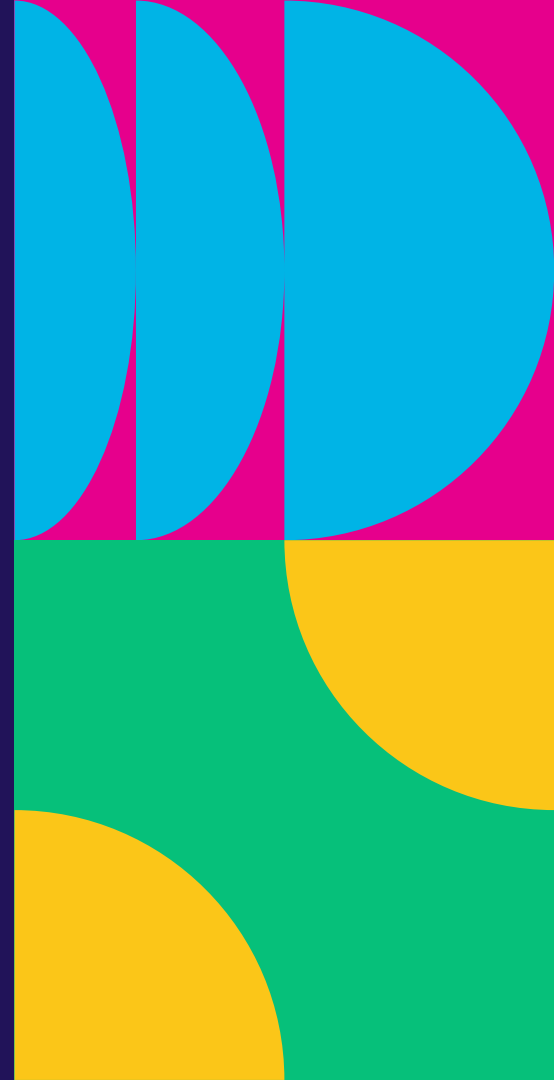
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Context

Brief Overview of HB Pharmacy



HB Pharmacy: Then and Now

1964



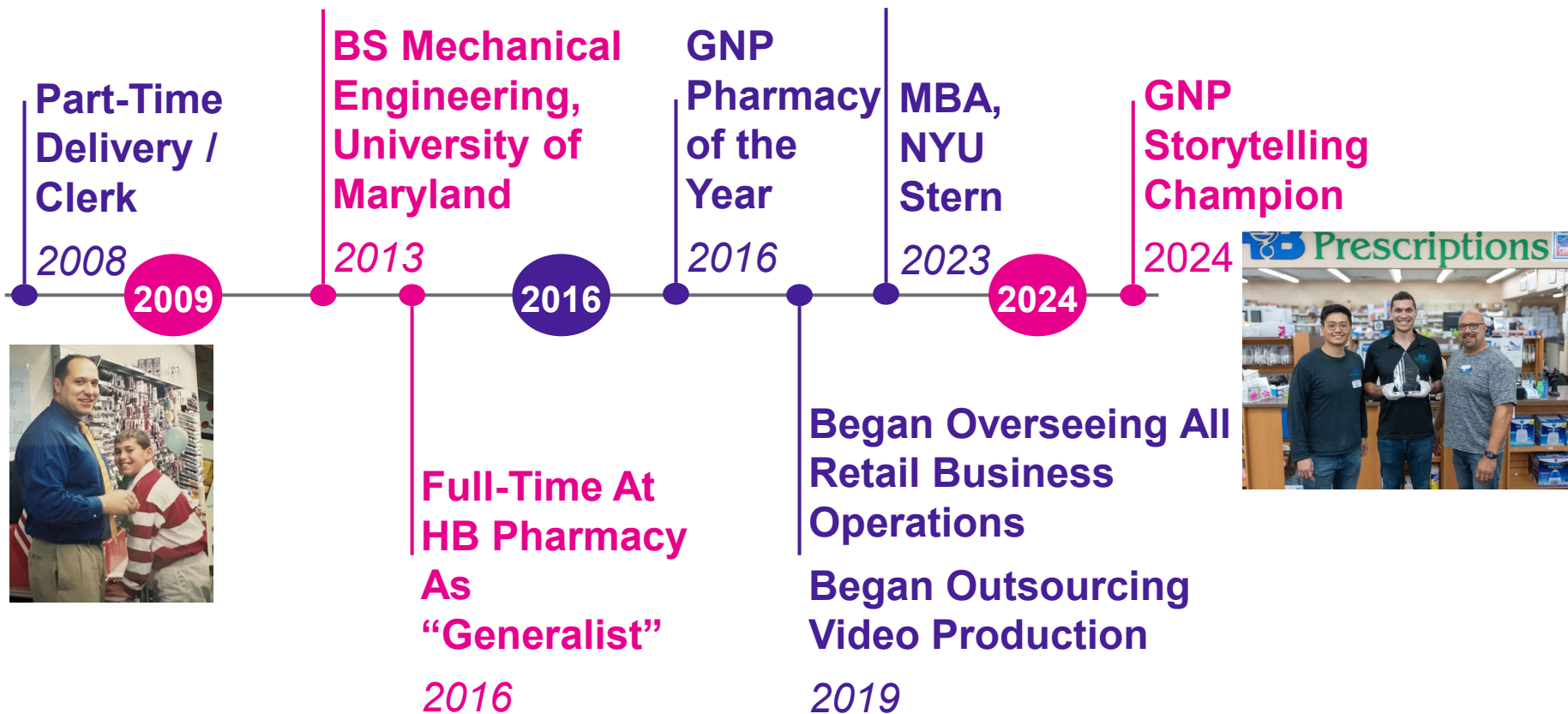
John and Gaspar Bellitti

2025



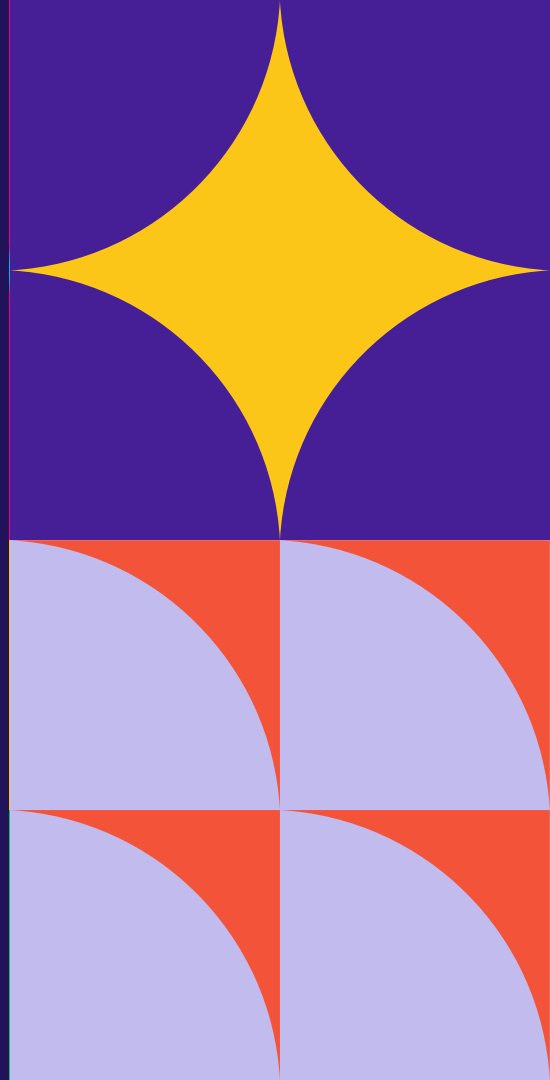
James Park, John and
Vince Bellitti

Vince's Story At HB Pharmacy



Why Should I Care?

**The role and importance of
storytelling with video in
marketing**



HB Pharmacy's Organic Video ONLY Results

Last 90 Days

facebook

All Posts Stories Reels **Videos** Live

Minutes viewed ⓘ

14h 7m ↓ 12.8%

Interactions ⓘ

581 ↑ 114.4%

You Tube

Views

22.4K ↑







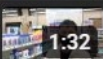

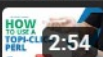
25% more than previous 90 days

Watch time (hours)

770.2 ↑

12% more than previous 90 days

Top Viewed on YouTube

Content		Views ↓		Watch time (hours)	
	How to use your Topi-Pump	29,954	19.3%	358.8	8.8%
	How to use your Neti Pot	28,473	18.4%	979.7	24.0%
	Injecting Enoxaparin	24,905	16.1%	530.7	13.0%
	How to administer a subcutaneous injection from a vial	10,194	6.6%	246.8	6.0%
	Autoimmune Disease & Low Dose Naltrexone (LDN)	7,344	4.7%	705.0	17.3%
	Using Your Nasal Atomizer For Midazolam	7,294	4.7%	159.4	3.9%
	Choosing The Right Heartburn OTC Medication	5,637	3.6%	101.0	2.5%
	Supplement Spotlight: Zinc 20mg	5,453	3.5%	76.2	1.9%
	How to use your Topi-CLICK Peri® Vaginal Dosing Kit	4,452	2.9%	131.6	3.2%

...But Do I Actually Get Patients From This?

Name: _____

Email: _____

Phone: _____

Message: Hello I reached out to you via YouTube earlier today. I would like to know the price for ldn. I will be speaking with my neurologist on Monday regarding ldn for my fibromyalgia and spinal pain. Thank you.

Personalized Care for All 🌟 ...

See more

6 4.6K

View more video insights



Comments

Hide

Newest

Top fan
MaryAnn Cook
The best pharmacy with wonderful people. 🥰❤️
1w Like Reply Hide
HB Pharmacy replied · 1 Reply

Kathleen Davis Henry
HB Drugs IS ★★★★★
Cannot say enough good things about this family owned business. HB is so good I pass TWO pharmacy's to deal with them.
8w Like Reply Hide 2

Theresa Veneziano Russomanno
I get all my compounding drugs here - everyone is so accommodating. The staff has

10K views 1 year ago HB PHARMACY
Low Dose Naltrexone (LDN) may be able to help those suffering from Disease, IBS, and Colitis.
...more

86 Comments

Sort by



Add a comment...



EL HB Pharmacy and Compounding Pharmacy
@EL... 803 11 months ago
The LDN Research Trust has a wealth of information, Linda Els
11 Like Reply



msmaryna961 1 month ago
After a decade of suffering and being misdiagnosed, I went to t
headaches, but my energy levels are higher and my flu sympto
2 Like Reply



dawnadams3044 9 months ago
Love all the information on LDN. I'm taking 4.5mg for Hashimo
15 Like Reply



brandearnofineart 9 months ago
Today, I took my first 1.5 mg of LDN in hopes of preventing Mig
inflammation helps. I'm hopeful. Glad I listened as I now know
2 Like Reply

At HB Pharmacy, we're more than just a pharmacy—we're your trusted neighbors, here to serve you in t...

See more

9 8.8K

View more video insights



Comments

Hide

Newest

Jackie Zwingle
A place where everybody knows everybody & is welcome! True!
1d Love Reply Send message Hide

Top fan
MaryAnn Cook
The BEST!! 🥰👍
2d Like Reply Send message Hide

Kathleen Davis Henry
👍👍👍👍👍
1w Like Reply Hide

HB Pharmacy
Do you know what to do during an asthma attack? In our latest video, we're breaking down the do's and don'ts of responding to an asthma attack—because ... See more

Boost reel

Newest

Kathy Curtis
Thank you for posting this. There are lots of situations where people don't really know what to do. Please post more like this.
1d Like Reply Send message Hide

HB Pharmacy replied · 1 Reply

Video Isn't JUST Advertising – Our “Stories” Are Bigger Than Us



“Humanize” Staff



“Behind the Scenes”



Meet Patients At Home



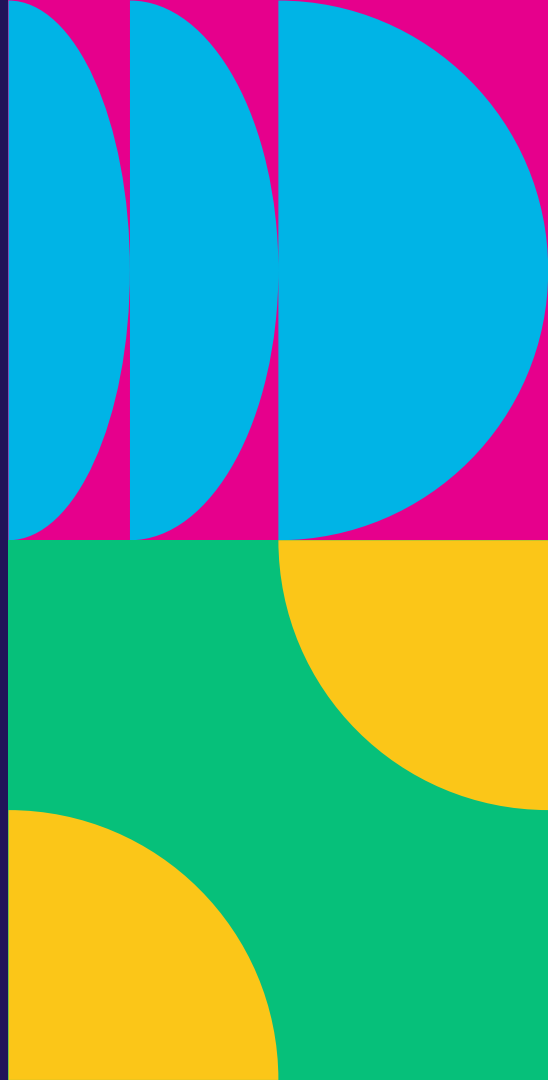
Establish Credibility



Fine...But I Can't
Because...

SHOUT THEM OUT!!!!

**Most common objections to
making video content**



Most Common Video Creation Objections

I DON'T HAVE TIME

- We're short staffed
- I still dispense
- I wear too many hats as it is

I DON'T KNOW HOW

- I'm not creative
- I still use a flip phone
- I don't have any ideas
- I get nervous on camera

I'M AFRAID

- What if I waste time and/or money?
- What if I mess up?
- What if I have a "face for radio"?
- **What if I look stupid?**

The Reality Is...

Sometimes, especially when getting started:

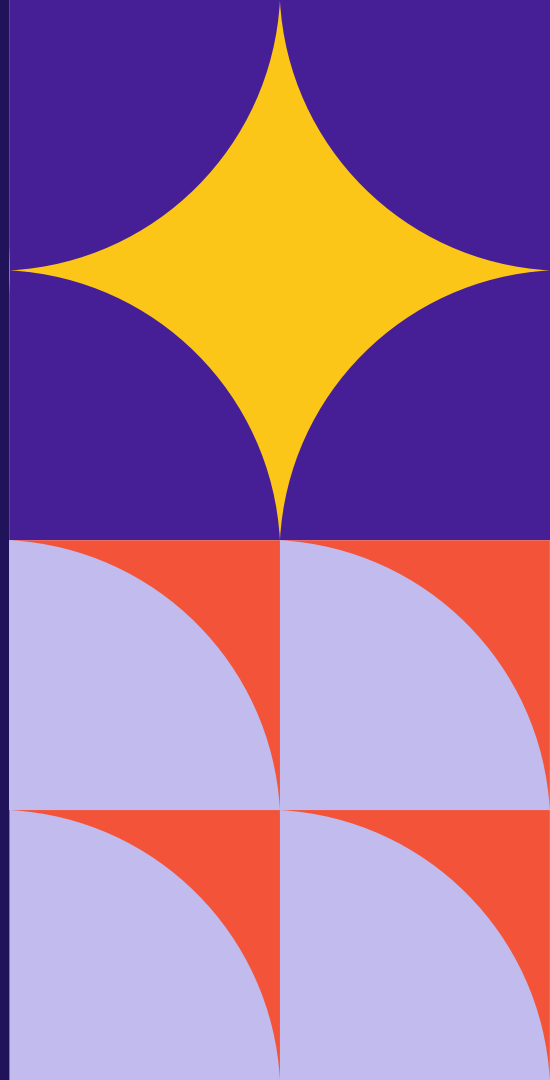
- **You may waste some time**
 - Not every video will be a smash hit
 - Try repurposing content! (more later)
- **You may waste some money**
 - It takes time and patience to start seeing results
 - Try repurposing content! (more later)
- **You may look stupid! Exhibit A...**
 - Don't take yourself too seriously!
 - Set an example for your employees!
- **You may not be good at it**
 - Practice makes perfect...



James Park
Owner and Pharmacy Manager

Practice Makes Perfect!

Partner up with a few people near you for a brainstorming activity



Brainstorm Video Topics In Groups- 5 Mins

HINTS

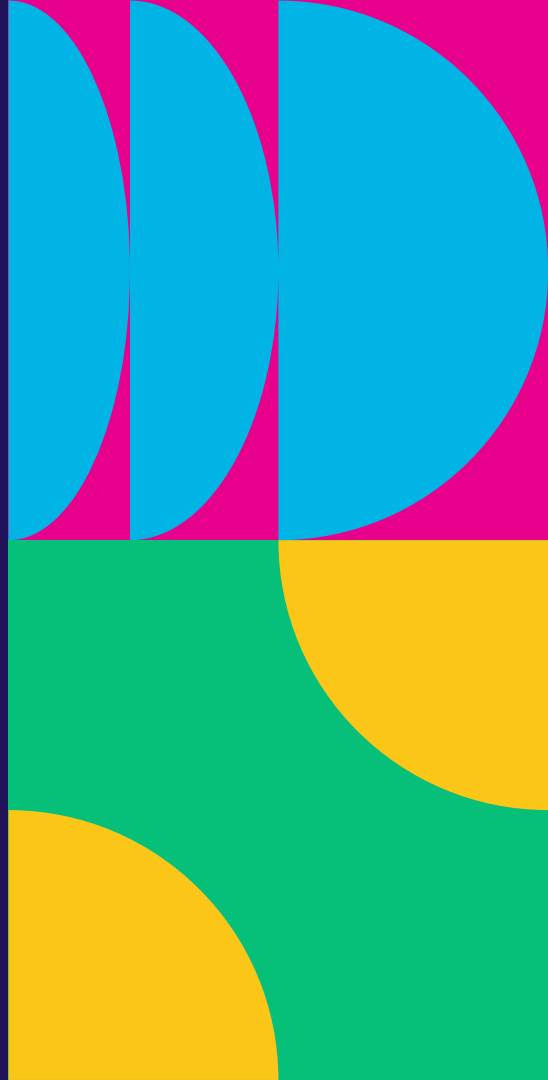
- KISS – Keep It Simple Silly
- What common questions do you get at the counter?
- Which topics do you feel most comfortable discussing?
- People first – your customers likely choose you because of YOU
- What time of year is it?
 - Any relevant, seasonal topics?
- Sticking in your comfort zone can help reduce fear!



Presentation Time!

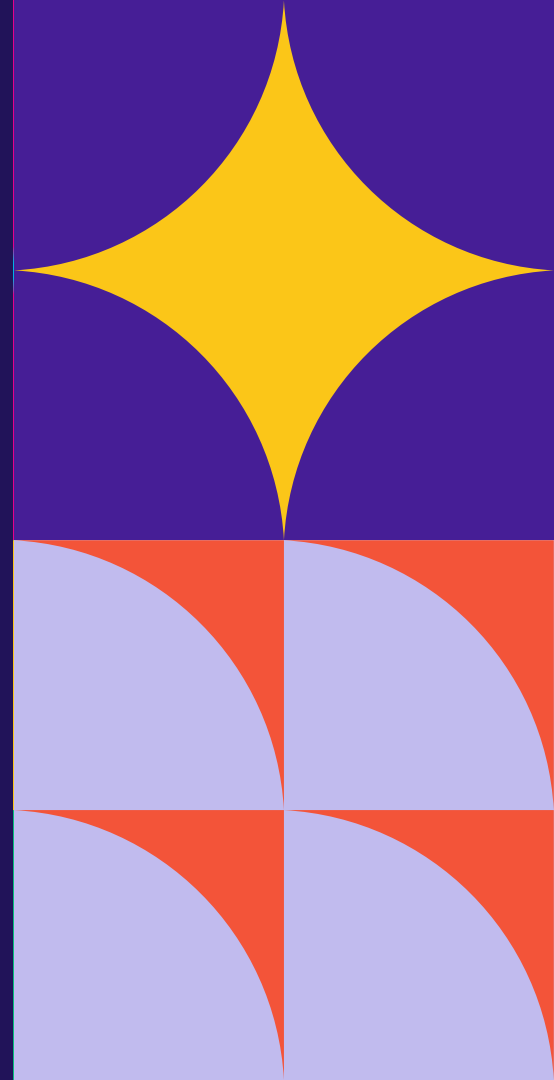
In the next 10 minutes, we will share some topics.

Ideally, “present” like you were on camera!



Practical Strategies For Consistency

**How to overcome the OTHER
objections to creating video
content**



Implementation Best Practices

Keep it simple

- Forget algorithms and fancy equipment
- Use ChatGPT for brainstorming and script writing

Consistency > perfection

- Make it a priority
- When busy, turn down don't turn off - not an "all or nothing" game!

Play to your strengths

- Long form vs. short form vs. live
- Utilize topics you know well



Implementation Best Practices

Get staff involved

- Build accountability and ownership
- Make a schedule and stick with it
- Anyone need a “marketing internship”?

It's not selling – it's storytelling

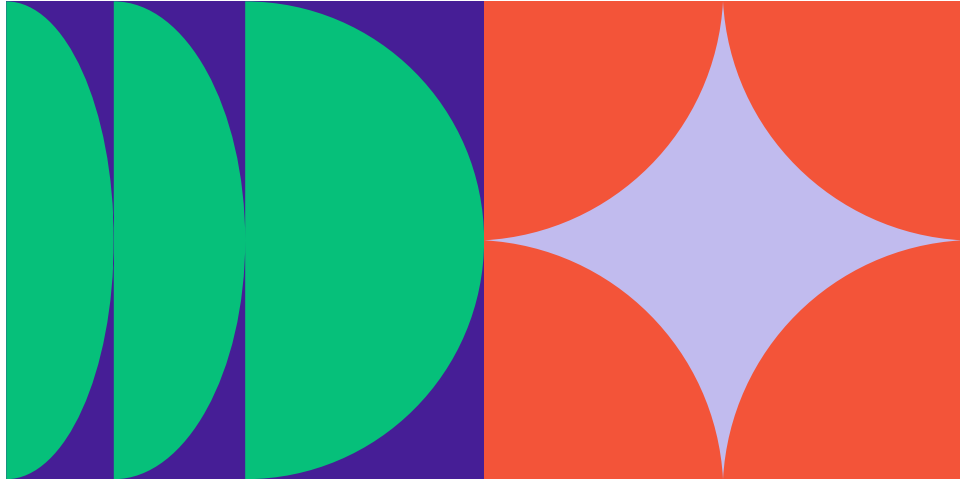
- Focus on sharing your staff and talk about your “why”
- Share how you've helped others – they'll sell for you!



Implementation Best Practices

Make “Multi-Purpose” Videos

- Not every customer walks through your doors!
 - How do we “meet patients where they are”?
- If we believe our pharmacies should be “community wellness destinations”, video is a great way to make your pharmacy an “online destination”



Implementation Best Practices

See Website Screenshot Below...

- Chop longer videos into shorter, social posts
- Post videos on YouTube for “perpetual engagement”
- Share via QR codes on flyers for deliveries / shipments
- Point in store patients to your website for additional instruction



Questions?



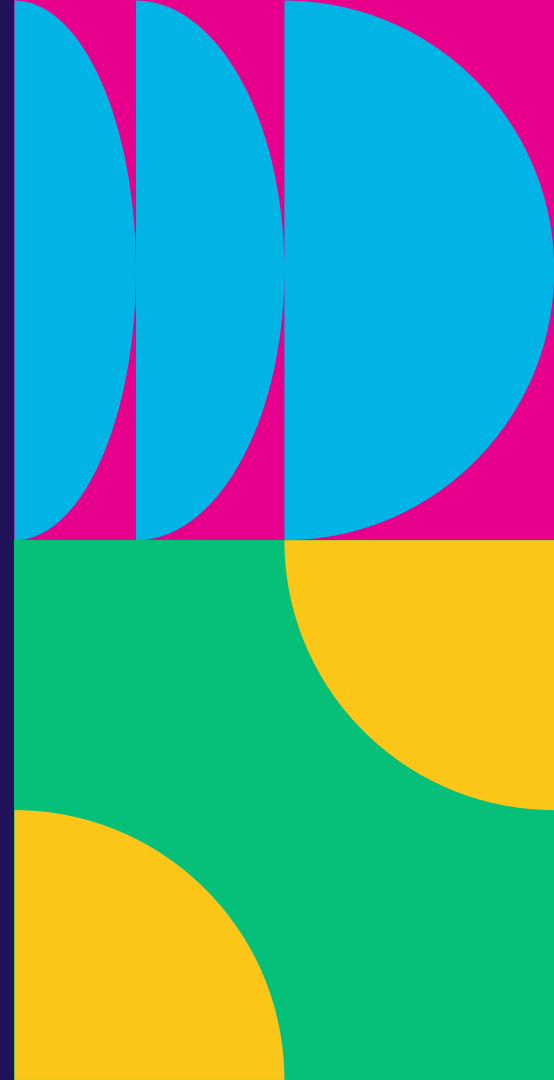
Vince Bellitti

Owner, HB Pharmacy































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Appendix

**Additional content
related to consistently
executing video
production and
marketing**



Choosing A Video Length Based on Video Type

Video Type	Short Form <1 min	Medium Form 1-4 mins	Long Form 5 – 10 mins	Podcast 10+ mins	Live Varies
Product / Services Promotion					
“How To...”					
General Pharmacy Updates					
Funny / “Get To Know Us”					
Pharmacist Recommendations					
Patient or Provider Education					

 Go for it!
  Could work!
  Eh maybe not

Keeping It Simple And Manageable

Must Haves

- COMMITMENT – make it a priority!
- Cell phone with camera
- Location with natural lighting
 - Switch up the scenery if you can!
- Social media accounts
- Buy in from your staff

Nice To Haves

- Tripod for a phone
- Lights or a special filming location
- Editing software for extra effects, thumbnails, etc.
- “Cross posting” software
- Outsource production / posting to a professional if you can afford it

How To Make It Happen

CREATE VERSATILE VIDEOS

- Film content you can post on all sites
 - <60 secs
- Evergreen content
 - How to _____

BUILD A CALENDAR

- Consistency > Perfection
 - 1 video / RPh / month
- Bake in time for scripting as needed
- Plan a month ahead
- Staff accordingly

ASSIGN A LEADER

- Accountability
- Manage the calendar
- Recruit younger employees
- When busy, turn the dial back, not off

CHOOSE EASY TOPICS

- Common questions at the counter
- Hot topics
- Stay in your comfort zone
 - Photos work too
- Play to your passions
- Share birthdays, etc.

**Prior Planning
Prevents Poor
Performance**